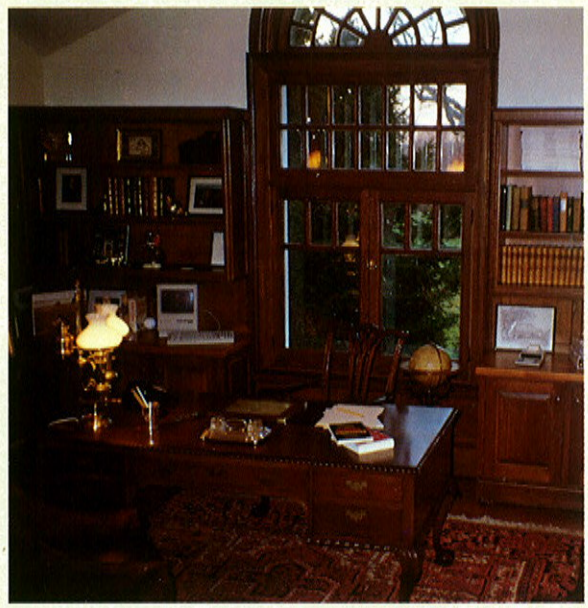
A Special Program for Presidents and Chief Executive Officers at Cambridge Technology Group

Vision:

Competitive Advantage

Reality:

Implementation



"*Excellent learning experience. The lectures were a good mix of focus on business strategy and technology.*"

Paul Allaire
President
XEROX Corporation

"*Great opportunity for me to get on board distributed computing and open systems both of which I think are the way to the next decade.*"

Arthur E. Hitsman
President
Boeing Computer Services

President's and CEO's 1 1/2 Day Program

As a CEO or President, you face a highly competitive, turbulent environment. This course focuses on the options you have to achieve your most strategic business goals.

Any CEO, president, or leader of an organization that is facing survival, competition, or opportunity should attend this course.

Topics include:

- Achieving Strategic Advantage
- How to be a Winner in the 1990s
- Identifying Strategic Opportunities
- Managing the Strategic Plan
- Managing Change
- Focusing on Critical Success Factors
- The Importance of the Business Case

Classroom at CTG

Cambridge Technology Group is dedicated to partnering with organizations to create business opportunities predicated on technology. Over the past ten years, CTGroup has provided more than half of Fortune 500 companies with the technological, business, and educational tools to give their organizations a competitive edge. Through executive and technical education, CTGroup continues to shape the future of open systems and its influence on business.

What Is Unique

YOUR CASE

Cambridge Technology Group translates lecture material into reality through demonstrations. Overnight, for an organization in the program, a team from the Cambridge staff develops a prototype of that organization's strategic application and the accompanying cost benefit analysis.

CUSTOMIZED PRESENTATIONS

Using pre-course questionnaires, each program is tailored to reflect the interests and concerns of the participants, while the overall structure of these programs follows a successfully tested format.

LEARNING ATMOSPHERE

The executive programs combine the best of M.I.T. and Harvard's academic environments with the best of corporate culture.

Logistics

SPONSORSHIP AND INVITATION

Participation is by invitation only. Tuition, course materials, and meals are provided. To participate in the program, please contact your local HP Sales Representative.

ACCOMMODATIONS AND SPECIAL EVENTS

At a four star hospitality hotel on the Charles River close to M.I.T. and Harvard, a room will be reserved for you at a special rate. Reservations will be made for your arrival on the night prior to the start of the program and checkout on the last day of the program. If you need to change your accommodations, please contact CTGroup at (617) 876-2338.

Included in the sponsorship are scheduled dining events at the Harvard Fogg Art Museum and the Harvard Presidents House. Spouses are encouraged to attend any or all lectures and special events.

Dear Participant:

You and I are faced with enormous challenges of competitiveness, productivity, business opportunities, and changing global markets. We invite you to a program designed specifically for you as a CEO to address these issues. Your role in the economy will be examined and the dramatic impact that information technologies can have. We look forward to meeting with you in Cambridge and exploring the new role of business and technology together.

Sincerely,

John Young
Chief Executive Officer
Hewlett-Packard Company

John Donovan
Chief Executive Officer
Cambridge Technology Group

View of CTGroup, M.I.T. and Boston

CAMBRIDGE TECHNOLOGY GROUP

Cambridge Technology Group, Inc.
219 Vassar Street,
Cambridge, MA 02139
617-876-2338 FAX 617-499-1777

VISION: *Competitive Advantage*

REALITY: *Implementation*

Written in Chinese, the word crisis is composed of two characters. One represents danger. The other represents opportunity.

- John F. Kennedy

"Increased profitability and customer satisfaction are a direct result of [Cambridge Technology's] SURROUND® project."

- George Trumbull
President
CIGNA INVESTMENT DIVISION

Dr. John J. Donovan, Chairman

Achieving Competitive Advantage

In today's increasingly global marketplace, meeting competitive challenges is a more formidable task than ever before. Your organization's resources must be strategically focused. Key decision makers must evaluate the challenges they face, which options are strategic, and how to rapidly implement solutions. Information technology is integral to this strategy.

Executive Programs at Cambridge Technology Group provide you with powerful and proven tools for rapidly identifying strategic applications, choosing the right technology, and rapidly implementing and managing the right strategic solution.

Cambridge Overview

Cambridge Technology Group is a unique company that over its twelve-year history has evolved in response to client needs, becoming one of the industry's most innovative and able systems integrators.

With Cambridge tools and methodologies, the changing conditions that challenge survival for others can become opportunities for you. Cambridge helps you identify the strategic opportunities open to you and rapidly create working systems while those opportunities last.

Cambridge's methodologies provide unparalleled speed of development, complete user involvement, full systems integration capability, vendor independence, and complete offerings from identification of strategic applications to implementation to long-term maintenance.

CTGroup's SURROUND® architecture enables organizations to capture fleeting business opportunities as they present themselves today, while putting in place a framework that will offer flexibility and responsiveness to market changes in the future.

Key Executives (1 1/2 Day Program)

As a Key Executive (CEO, President, CFO, CIO, VP, Director of Strategic Planning, etc...), you face a highly competitive, turbulent environment. This course focuses on moving your organization into the new strategic era of information technology. Emphasis is placed on finding immediate opportunities, evaluating technical and management options, and defining the business case.

On a Visit to M.I.T.

TOPICS INCLUDE

- Identifying Strategic Opportunities
- Achieving Strategic Advantage
- Client Server Architecture
- Managing Change
- Managing Decentralized Environments
- Focusing on Critical Success Factors
- Future Technologies Alternatives – Open Systems
- Connectivity Alternatives
- How to Implement your Strategic System
- Life Cycle Cost Analysis Quickly

Your Case

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Key Speakers

Dr. John Donovan, educated at Yale, CEO of CTGroup, tenured faculty M.I.T.

Dean Graham Allison, educated at Oxford, Dean, Harvard Kennedy School of Government.

Dr. David Morrison, MD, President of Morrison Associates Ltd, Change Management Consultant.

Prof. John Rockart, educated at Princeton, Director, Center for Information Systems Research at Sloan School of Management.

Prof. Nicholas Negroponte, Director of the Media Laboratory at M.I.T.

Logistics

SPONSORSHIP AND INVITATION

Participation by invitation only. Tuition, course materials, and meals are fully sponsored by a grant provided by Unisys Corporation. Please complete the accompanying response card or call our registrar at (617) 876-2338.

ACCOMMODATIONS AND SPECIAL EVENTS

At a four-star hospitality hotel on the Charles River close to M.I.T. and Harvard, a room will be reserved for you at a special rate. Reservations will be made for your arrival on the night prior to the start of the program and checkout on the last day of the program. If you need to change your accommodations, please contact CTGroup's registrar at (617) 876-2338.

Included in the sponsorship are scheduled dining events at, among others, the Harvard Fogg Art Museum, Gardner Museum, M.I.T., and the Boston Museum of Fine Arts. Spouses are encouraged to attend any or all lectures and special events.

CTGroup's Accomplishments

- Over 12 years proven experience
- Educated over 8,000 executives
- Worked with 50% of Fortune 500
- Assisted over 1,200 organizations in applying technology to achieve their strategic goals
- Implemented or prototyped over 200 systems including: CIGNA, NASA, Royal Caribbean Cruise Lines, British Columbia Telephone.

View of CTGroup, M.I.T. and Boston

"Cambridge Technology Group's CruiseFax℠ system put us a year ahead of the competition. The system enhances our service to travel agents and their customers and generates a dramatic increase in retention of reservations and therefore our occupancy levels."

- David Hancock
Director of Field Sales,
Royal Caribbean Cruise Lines
(RCCL)

CAMBRIDGE
TECHNOLOGY

Sponsored by UNISYS